

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 401 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6898
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 8565	Campaign Ref: E 063860370
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06386037
Est./PO Number: 06386037	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	170	30 Comme	Nbr of Spots 1		1	170
3	M-F 9a Dr Phil MTWTF..	05	100	30 Comme	Nbr of Spots 5		5	500
4	M-F 10a Your Carolina MTWTF..	05	50	30 Comme	Nbr of Spots 5		5	250
5	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	260	30 Comme	Nbr of Spots 1		1	260
6	M-F 1135p ET / 1035p CT Late Show ..WTF..	06	125	30 Comme	Nbr of Spots 5		5	625
7	M-F 8a CBS This Morning ..WTF..	05	60	30 Comme	Nbr of Spots 5		5	300
8	Thu 10p ET / 9p CT Elementary ...T...	05	1150	30 Comme	Nbr of Spots 1		1	1150
Weekly Totals: Total Spots(Ord Spots)					2	30	32	

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9	Fri 10p ET / 9p CT Blue Bloods ...F..	05	700	30 Comme	Nbr of Spots	1	1	700
10	Sat CBS NCAA Football ...S.	04	700	30 Comme	Nbr of Spots	1	1	700
11	Sun 1p ET / 12p CT NFL On CBS ...S	04	800	30 Comme	Nbr of Spots	1	1	800
12	Sat CBS NCAA Football ...S	04	700	30 Comme	Nbr of Spots	1	1	700
13	Sun 7p ET / 6p CT 60 Minutes ...S	04	1025	30 Comme	Nbr of Spots	1	1	1025
14	Fri 8p ET / 7p CT NCIS ...F..	05	625	30 Comme	Nbr of Spots	1	1	625
15	M-F 7a CBS This Morning ...TF..	04	80	30 Comme	Nbr of Spots	2	2	160
16	Sun 1p ET / 12p CT NFL On CBS ...S	04	600	30 Comme	Nbr of Spots	1	1	600
Weekly Totals: Total Spots(Ord Spots)					2	30	32	

Grand Totals

Totals		10/15	10/22	
Spots	32	2		30
Cost	8565	970		7595

Grand Totals:

Spots:	32
Gross Total:	8,565.00
Commission:	1,284.75
Net Total:	7,280.25